



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015-7010

Contract #		854561	Date Entered	09/14/12
Schedule Dates	09/15/12-09/20/12	Last Modified	09/14/12	
Advertiser	Todd Akin for Senate (39432)	Entered By	Betsy Waxberg	
Agency/T-Code	Strategic Media Placement (7970)/157739025	CO-OP	No	
Product	Political - US Senate (1176)	Headline #	06316100	
Brand	REPUBLICAN (168806)	Demo		
Salesperson	Johannessen, Jordan (2818)	Order Type	Normal	
Sales Office	TeleRep - New York	Package Deal		
Buyer Name	EVERSOLE,WHITNEY	Commission %	15.00	
Phone/Fax	(703) 528-9837 /	Commission	\$1,968.00	
CPE	2694	Net Total	\$11,152.00	
Account Types	National/Political Candidate - Agency	Sales Tax		
Billing Type	Standard			
Comments	TODD AKIN 4 SENATE ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,			

St. Louis (KMOV) (KMOV)		
By Broadcast Month	Spots	Rate
Sep. 2012	18	\$13,120.00
Grand Total:	18	\$13,120.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/17/12-09/20/12	4	:30	20015- News @ 6am M-F	4	X	X	X	X				4	\$180.00	\$720.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
2.0	Normal Line / SPOT	09/17/12-09/20/12	4	:30	20055- News @ 6pm M-F	4	X	X	X	X				4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
3.0	Normal Line / SPOT	09/17/12-09/20/12	2	:30	20062- News @ 10pm M-F	4	X	X	X	X				4	\$1,500.00	\$6,000.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
4.0	Normal Line / SPOT	09/15/12-09/15/12	2	:30	132086- CBS This Morning: Saturday								1	1	\$50.00	\$50.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
5.0	Normal Line / SPOT	09/15/12-09/15/12	2	:30	20103- News @ 6pm Sa								1	1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
6.0	Normal Line / SPOT	09/15/12-09/15/12	2	:30	20108- News @ 10pm Sat								1		\$750.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
6.0.1	Preempt	09/15/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
7.0	Normal Line / SPOT	09/15/12-09/15/12	2	:30	119145- News @ 10:30pm								1	1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
8.0	Normal Line / SPOT	09/16/12-09/16/12	2	:30	8A- 10A (CT)								1	1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
9.0	Revised Line / SPOT	09/16/12-09/16/12	2	:30	20789- News @ 10pm Sun								1				St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
9.1	Normal Line / SPOT	09/16/12-09/16/12	2	:30	121148- News @ 10pm Sun								1	1	\$1,250.00	\$1,250.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12
10.0	Revised Line / SPOT	09/16/12-09/16/12	2	:30	119144- News @ 10:30pm Sun								1				St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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<b>Advertiser</b>	Todd Akin for Senate (39432)	<b>Last Modified</b>	09/14/12
<b>Agency/T-Code</b>	Strategic Media Placement (7970)/157739025	<b>Entered By</b>	Betsy Waxberg
<b>Product</b>	Political - US Senate (1176)	<b>CO-OP</b>	No
<b>Brand</b>	REPUBLICAN (168806)	<b>Headline #</b>	06316100
<b>Salesperson</b>	Johannessen, Jordan (2818)	<b>Demo</b>	
<b>Sales Office</b>	TeleRep - New York	<b>Order Type</b>	Normal
<b>Buyer Name</b>	EVERSOLE,WHITNEY	<b>Package Deal</b>	
<b>Phone/Fax</b>	(703) 528-9837 /	<b>Commission %</b>	15.00
<b>CPE</b>	2694	<b>Commission</b>	\$1,968.00
<b>Account Types</b>	National/Political Candidate - Agency	<b>Net Total</b>	\$11,152.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	TODD AKIN 4 SENATE ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,		

**St. Louis (KMOV) (KMOV)**

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10.1	Normal Line / SPOT	09/16/12-09/16/12	2	:30	121147- News @ 10:30pm Sun								1	1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	9/14/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments: